

What is webinar?

Webinar live broadcast, also known as online seminar live broadcast, is a use of streaming media technology that can integrate slide, audio or video files in one. It can present enterprise's desired promotion information through multiple dimension, thus ensuring the richness and comprehensiveness of the demonstration.

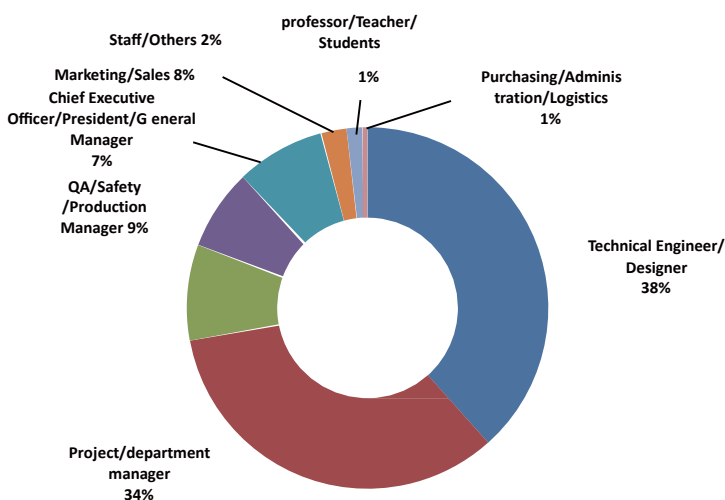
Webinar live broadcast also includes many real-time interactive tools (voting, chatting, question and answer) to facilitate participants to ask questions and express their opinions in a timely manner.

For marketers and trainers, they can make full use of the interactive way to conduct effective marketing communication and training and to draw more potential clients.

Webinars can be used for

- | | | |
|--|---|---|
| <p>1 Exploit new high-quality sales resources</p> | <p>3 Introduce new product</p> | <p>5 Tutorial for clients or sales and agents training</p> |
| <p>2 Consolidate brand image</p> | <p>4 Introduce new technology or application</p> | <p>6 Launch event or press conference</p> |

Who will attend webinar?



Position of attendees

- The main participants are **technical personnel** and **project / department managers**
- Most participants have power of/ is powerful in **purchase decision making**

In 2019



Total professional reach
560,000



Average attendance rate
45%



More advantages

1

Anywhere anytime easy to participate

- Participating in webinar only needs to fill in an online form, much easier to participate the webinar.
- Accessible from PC, mobile devices and tablets, creating an all-round contact with your target clients.

2

Reach more buyers through one click

- Viral marketing on social media : forwarding and sharing to WeChat and WeChat moments through one-click, bringing more sales opportunities.
- If interested, click on the link leading directly to the live broadcast room without any extra steps.

3

Multi-channel exposure soaring sales opportunity

- Promotion through Ringier media matrix (including WeChat), greatly increasing exposure opportunities.
- You will receive all contact information of those who pre register.

Note: The number who actually participate can be less than the number who register.



4

Review the video for miss nothing

- The webinar is available to review on Ringier webinar for you to promote it again.
- The video will be showed on Ringier webinar page for 6 months, you may have longer influence and more sales leads.

5

More sales leads from the presentation

- The participants or registrants can download the presentation freely for further information after the webinar if you allow.
- The unregistrants should submit the request of downloading the presentation, all these additional sales leads will be provided free.

6

More interaction is available in WeChat group

- Each webinar has its own WeChat group for registrants to interact more convenient.
- You can contact to the intended buyers more directly in WeChat group as you willing for further cooperation.



Ringier webinar 2.0

Based on an established online live broadcast platform

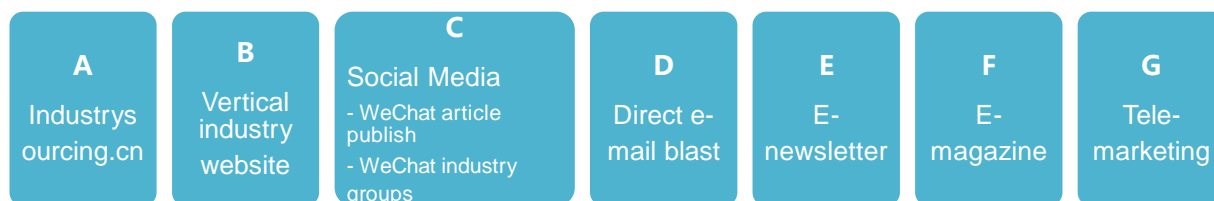
- Ringier Webinars **utilize leading technology in China** that brings together **web and social media channels** to help customers set up their live sessions **easily and quickly**. Your presentation can **include slide presentations, video files, Q&A, panel discussions**, polls in an online seminar/conference format.
- Ringier webinar is **not limited by time and place**. It can help enterprises to launch **new product recommendation, new technology or new application of old products** on the Internet when they cannot hold or participate in offline activities, so as to consolidate their brand image and promote the **development of new high-quality sales resources**.
- Make use of the voting, chatting, Q&A and other functions in webinar to help **increase** participants' **interaction and attention**, help to **understand participants' interest** in products/technologies, and make your online marketing activities **more accurate**.

Promotion

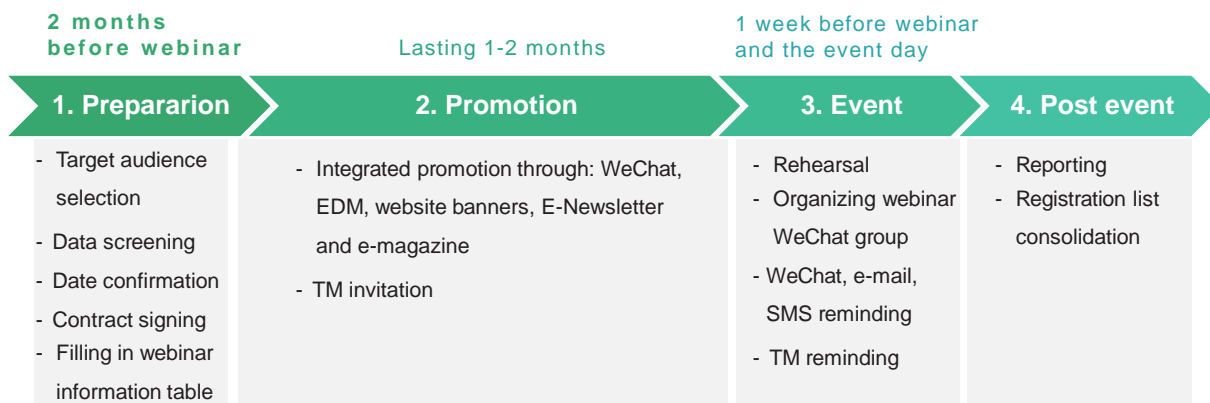
Cross-platform, cross-industry — Ringier digital media matrix

Through Ringier integrated digital media platform, we will promote your product story in multiple dimensions. In addition to classic digital media, Ringier has WeChat subscription accounts and industry groups covering the following industries: **Metalworking, Plastics, Personal Care, Medical equipment, Pumps, Coatings, Nonwovens, Food & Beverage, Restaurateur, Lasers, Sensors, Pharmaceutical and Automotive!**

Ringier Digital Media Matrix



Execution process



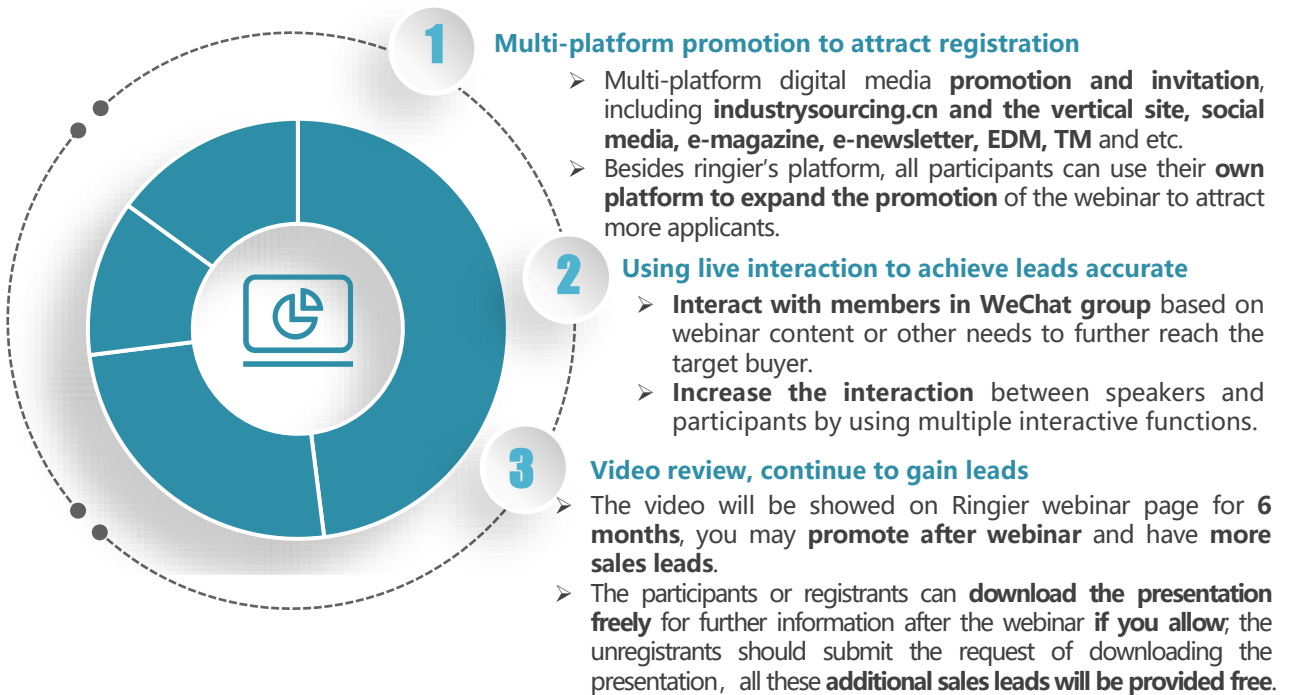
Pricing

Package	Live broadcast duration	Sponsor benefit	Rate (USD)
Invite 100 registrant	1 hour	Obtain full registrant list	4,620
Invite 150 registrant			6,220

Topic Webinar Workshop

Ringier Trade Media has been in the Chinese market for 20 years serving multiple industries. A large readership and insight of industry, can help select recent hot topics and developing trend of industries determine good themes both users and suppliers are interested in. **We will invite speakers who leaders in the industry** and will certainly be able to meet the business development needs of a particular audience. Hence, Ringer Trade Media launched a webinar based on specific hot technologies or topics to bring you more new hotspots and exciting views, presented by 3rd party industry experts.

◆ Ringier topic webinar, only 3 steps to get leads online



A Selection of Available topics

How metal additive manufacturing improves production efficiency

HMI (human machine interface) and automatic factory

Industrial Internet powered by technologies such as 5G and blockchain

Selection and control of pigments in waterborne industrial coatings

The improvement of the antibacterial property of coating under special environment

The breakthrough and progress of powder coating applied in commercial vehicle application

Hot Trend: Functional ingredients for health immunity

Packaging trends of food and beverage in Asia & China

Establishment of food safety production system

How to choose efficient and high-quality extrusion equipment?

Latest trends of halogen-free flame retardants

How to obtain high-gloss high-quality plastic parts?

Pricing

Package	Quota	Sponsor benefit	Rate (USD)
<ul style="list-style-type: none"> Ringier invites an industry expert to discuss hot topics with you Invite 100 registrant 	Only 1	<ul style="list-style-type: none"> 15-minute sponsorship speech Q&A session (about 10 minutes) Company logo exposure Obtain full registrant list 	4,620